



# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Montgomery and Members of the City Council

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Bruce Moe, Finance Director  
Gwen Eng, General Services Manager  
Patricia Schilling, Administrative Assistant

**DATE:** September 16, 2008

**SUBJECT:** Consideration of the Award of a Three-Year Contract for the City's Resident Newsletter to Direct Advertising Response (Estimated Value of \$51,600)

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**RECOMMENDATION:**

Staff recommends that the City Council award RFP #744-08 to Direct Advertising Response for a three-year contract for the City's Resident Newsletter, with an estimated cost of \$4,300 per quarter.

**FISCAL IMPLICATION:**

Sufficient funds are available in the Management Services Department budget for this contract. The cost per quarter to print and mail the City Newsletter is approx \$4,300 and this includes \$2,800 in postage.

**DISCUSSION:**

In an effort to enhance communication with residents, the City separated the City News section from the quarterly Parks and Recreation brochure, and developed an independent newsletter. Approximately 16,000 copies of the newsletter were distributed to residents quarterly since September 1, 2007. In keeping with the City's commitment to go "green" the City newsletter is printed with soy ink on recycled paper.

Due to the success of this publication, Council determined to continue with the printing and mailing of the City newsletter. As a result, staff solicited proposals and twelve responses were received. A summary of pricing offered by each vendor for a three year period is shown below:

<u>Bidder</u>	<u>Bid Total</u>
1. Direct Advertising Response	\$51,600
2. Mass Press	\$54,700
3. Pegasus Press	\$59,090
4. RnJ Printing	\$62,930
5. Badali Design	\$65,540
6. Pacific Rim	\$65,790

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7. Rodgers & McDonald	\$65,940
8. Ready Reproductions	\$67,380
9. Herald Printing	\$68,160
10. AMPLS	\$71,380
11. The Standard Register Co.	\$77,040
12. Data Marketing	\$105,095

The award selection is based upon several factors: ability to perform the requirements, pricing, reference checks, and timely responsiveness. Direct Advertising Response has the necessary staffing, equipment, and facilities to meet the City's requirements and happens to be the lowest bidder. The estimated expenditure is based on printing and mailing costs for 16,000 quarterly newsletters over a three-year period. If approved, the contract will be in the form of a purchase order. The City may cancel the contract at any time without cause if necessary.